

Campbell County, VA

Governing with *V*ision
*to be the most collaborative,
professional, value-driven
locality in Virginia*

Campbell County at a Glance...

Nestled in the rolling foothills of the Blue Ridge Mountains, Campbell County, Virginia embodies a rich and balanced blend of natural beauty, practical living, cultural heritage, community spirit and future vision. These elements combine with a shared commitment to quality of life for all residents, excellence in education, a strong local work ethic, responsible fiscal planning, and solid family values. The result is a unique forward-focused community in which citizens and County government cooperate toward:

- *conservative fiscal stewardship of taxpayer resources;*
- *ensuring continued economic and educational opportunities for residents and local youth;*
- *collaborating on issues within a respectful and open democracy to identify the best long-term outcomes for everyone;*
- *respecting local heritage and cultural diversity; and*
- *providing a pragmatic vision of success for current and future generations through prudent planning.*



County Population
55,235

P.O. Box 100
Rustburg, VA
24588

www.campbellcountyva.gov

Campbell County, settled in 1736 and incorporated in 1781, is named for General William Campbell, the Revolutionary War hero famous for his leadership in defeating the Tories and Loyalists at the Battle of King's Mountain in the Carolinas. After two centuries of social change, agricultural and industrial growth, national conflicts and economic ebbs and flows, the County today reflects an intriguing history spanning America's Revolutionary War era and early formative steps, long-lasting impacts of the Civil War, and progression into the post-modern 20th and 21st centuries.

Campbell County has evolved into a flourishing community of nearly 56,000 residents within 514 square miles. The diverse landscape includes peaceful, green farmlands, quaint towns and villages, friendly suburban neighborhoods, industrial parks, lush woodlands and scenic river basins. Bordered by Lynchburg City to the north, Bedford County to the west, Appomattox County to the east and Pittsylvania County to the south, Campbell County is at the heart of Virginia history and national tourism, while conveniently close to Lynchburg's urban features and attractions.

Three major transportation corridors (U.S. Route 460 - East and West; U.S. Route 501 - North and South; and U.S. Route 29 - North and South) provide convenient travel conduits across the County for local citizens as well as for visitors passing through the area. Natural blueways, regional trails and short travel distance to the Appalachian Trail offer alternate recreational means of traversing the area, especially for outdoor enthusiasts.



From an economic perspective, Campbell County has a civilian workforce of 26,787 with a low rate of unemployment, currently at 4.9%. Major employers include: Abbott Nutrition - Ross Products Division - nutritional products; AREVA - nuclear engineering; B&W - nuclear products; Banker Steel Company - steel fabrication; and BGF Industries - broad woven fabric.

According to the United States Census Bureau, the per capita personal income level is \$22,753.00 with a median household income of \$45,432.00 reported for the County.

The average cost to purchase a home is \$146,800, with real estate tax rates for 2015 set at 52 cents per \$100.00 of assessed value.

The County has high agricultural activity in the south, and a suburban setting to the north.

Four area parks in the County have been master planned to meet the community's recreation needs and are in various stages of development. Four libraries effectively serve patrons seeking information, reading materials, literacy assistance, and cultural programming.

Campbell County's moderate climate combined with the loveliness of its distinct seasons, mountain vistas, hometown appeal, and low crime rate make Campbell County an ideal location to raise a family or spend retirement days.



Governing with Vision

Campbell County is the southern most locality in Virginia's Region 2000 Partnership, a private/public economic development association that includes the area's Local Government Council and five other partner organizations – the area Workforce Investment Board, Young Professionals, Technology Council, Business and Economic Development Alliance, and Center for Advanced Engineering and Research. Region 2000 comprises 2,000 square miles that over 250,000 residents and a mix of industry and business call home.

The area offers five universities and colleges: Liberty University, Lynchburg, Sweet Briar, Randolph and Central Virginia Community colleges.

Seven voting districts, each with an elected Board of Supervisors member, comprise the political and governmental framework of Campbell County. Board members are elected by eligible voters for four year terms, which are staggered to promote continuity and positive change management. The current Board is comprised of members who range in seniority from 24 years to six months.

The County Administrator is the senior appointed official and serves as the Board's agent and liaison for daily County operations; the incumbent has occupied the position for nearly 20 years. The position is supported internally by an exceptional high performance organizational and leadership model. In this framework Campbell County government operates over 20 departments/offices under an umbrella of cooperation, mutual trust, proactive communication, and ethical management of shared resources.

This is accomplished with direct input from internal leadership and management teams, comprised of department heads and key organizational leaders, and open communication with employees and stakeholders.

Organizational priorities are developed at all service levels based on citizen input and identified needs. They are systemically conveyed upward to Administration and the Board of Supervisors each year for consideration and prioritizing within a five year window. This ensures effective planning which best represents the needs of citizens and the staff who serve them.

The County employs 333 fulltime staff and 42 permanent part-time staff, with the largest employee teams functioning in Social Services (72); Sheriff's Office (64); Public Safety (58) and Public Works (26). The workplace culture is professional, collaborative, value-driven, caring, open to change discussions, and supportive of employee education and development.



To engage and energize staff at all levels, employee-led Performance Improvement Teams analyze issues and provide constructive suggestions toward improving County services, streamlining processes, and reducing operational costs for local taxpayers.

Campbell County staff work cooperatively with the Board of Supervisors, School Administration, School Board, and Constitutional Officers to create and adopt balanced capital and operational budgets each year while supporting education, considering taxation impacts on local citizens and ensuring County services to residents remain at acceptable levels. Campbell County's capital budget for FY 15- FY19, adopted in 2015, is \$16,921,481; the general fund budget, plus school fund budget total \$145,175,554. Since 2004 Campbell County has been recognized each year with the Award of Financial Reporting Achievement for Government Finance Officers' Association of the United States for continued excellence and ethics in financial management and accounting.

The locality successfully partners with CCUSA (Water Utilities Authority) to provide quality public water/waste water services, and Region 2000 to support a regional jail and regional landfill authority; these cooperative efforts have saved millions of dollars in local taxpayer funding.

This cooperative approach to government also extends to the Campbell County School system, through which four school zones offer quality education services under an elected School Board and its' administration; academic services are rendered via a customary elementary (K-5), middle school (6-8) and high school (9-12) model.

As education is a top priority throughout the locality, and strongly supported by local residents, the Campbell County Board of Supervisors and Campbell County School Board work jointly to ensure current educational and future academic needs are met, and that future improvements are considered toward maximizing college opportunities and future job-readiness for children. Additionally, local schools' extracurricular activities contribute to County citizens' pride and spirited sense of community.

For its steadfast commitment to these best practices over a 15 year period, Campbell County received the Virginia Association of Counties Best Achievement Award in 2010, and subsequently established a standard for excellence in government management which is recognized throughout the state today.

Education, Technology and Public Safety

Over the past two decades Campbell County has made strides toward updating and implementing technology platforms to ensure effective communication with the public and staff, and to provide the best online services possible for local citizens. Moving forward, enhanced Wi-Fi and web capabilities are being explored and implemented via "cloud" technology with additional broadband initiatives undertaken, especially for those in law enforcement and public safety service.

Campbell County incorporates a Public Safety model in the provision of emergency services (EMS/Fire), Animal Control, 911 communications, and preparedness efforts/education. EMS services are provided through a combination career/volunteer system, while fire services are entirely volunteer. Key goals within the Department's strategic plan are the reduction of local emergency response times, upgrades in communication systems, and the continued strengthening of relationships between professional responders and community volunteer units.



Vision

Upcoming Opportunities and Organizational Challenges

Looking ahead several key opportunities and challenges are present on the horizon.

Changes to the Education Model

Campbell County recognizes that it is essential to adapt and enhance educational practices to meet the needs of our youth. Several years ago the County finished a complete upgrade to the entire primary facilities program in the County.

The Board of Supervisors is currently working with the School Board to determine the future of the secondary facilities system in the County. Recently, through a comprehensive study of the local educational system (led by professional consultants, parents, teachers, and community leaders) a recommendation emerged from the School Board to shift academic operations from a four high school model to a two high school framework that includes new facilities. The Board of Supervisors is currently working with the School Board to determine the feasibility and appropriateness of staying with the existing facility model or making the recommended changes.

Greater Tourism in the Locality

Apart from education, Campbell County is on the cusp of making full use of its agricultural tourism assets.

Further cooperation with Virginia Cooperative Extension, Region 2000 and other local and regional partners could heighten Campbell County's tourism marketing and appeal throughout the state while simultaneously supporting farming enterprises in a wider market, boosting the local economy. This dovetails with anticipated growth in the retail and hospitality sector along the Route 29 corridor.

Finances

Although fiscally stable with satisfactory general fund reserves (approximately \$14.3 million), Campbell County strives to maintain the forward-thinking momentum embraced and supported prior to the impact of economic struggles over the past five years. Along with many other localities, the organization is emerging from a period where major improvement projects were postponed, filling of needed positions was delayed, and organizational advancements to meet citizens' growing needs and service expectations was limited.

Thus, Campbell County now faces the challenge of meeting current needs while finding feasible, cost effective means of addressing large-scale issues from the past that have remained unresolved; all while grappling to identify revenue sources to keep the respective financial gap between past, current and future projects from widening. Solving this long-term issue will remain at the center of complex planning discussions as the County moves forward and will continue to involve innovative thinking, staying focused on core services, and working closely with County and regional partners to find the best solutions for current and emerging conditions.



Yoder Farms, Photo by Eldon Yoder

The Big Picture...

In essence, Campbell County represents small town, suburban, and rural America at its best, while proudly setting an example of ethical, practical and value-driven government for other localities in the state and even the nation.



Application Process

Applications and resumes, along with professional references, may be submitted to:

*Department of Human Resources
P.O. Box 100,
Rustburg, VA 24588.*

Employment vacancies are posted on-line www.campbellcountyva.gov.

Applications will be accepted until the position is filled on or around September 1st.

*Questions may be directed to Shameka Davenport,
Director of Human Resources, at (434) 592-9500 or
via email at hr@campbellcountyva.gov*



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